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NEWSPAPER

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Chrysler may switch off prime time ads

By Raymond Serafin

Chrysler Corp. may drop out of prime-time network TV advertising as part of a sweeping reorganization of its media strategy.

"We are seriously questioning whether we want to continue advertising on prime time," John Damoose, Chrysler's VP-marketing, said in a speech last week at the International Events Group's annual sponsorship marketing conference in Chicago. "We're questioning whether those dollars aren't being frittered away."

In a follow-up interview, Mr. Damoose said Chrysler is moving money into more targeted media in response to both the growth of alternative media and the fragmentation of the automotive market.

Money moved out of prime time would likely end up in network sports and news, print media, promotional programs and so-called niche media, Mr. Damoose said.

He criticized the networks for "the incredible clutter" in prime-time programming, an issue that worries other marketers and agencies. Mr. Damoose also blasted recent network programming trends.

"It's apparent that with the decline in ratings, the networks have chosen to increase the content of sex and violence, which we absolutely will not support,"

(Continued on Page 44)

McDonald's adds publishing to menu

Fall 'McMagazine' test to target mothers, kids

By Scott Donaton

McDonald's wants to be a McPublisher.

The fast-food chain is developing a family-activity magazine that will be distributed in McDonald's Corp. restauraunts and targeted to mothers and their children, say industry executives familiar with the plans.

Titled *McMagazine*, the publication will carry outside advertising from non-competing marketers.

Plans call for two issues to be published in the fall and distributed to undetermined test markets. If successful, the magazine will be rolled out nationally next year with a higher frequency.

Full distribution in McDonald's highly trafficked 8,600 U.S. stores could give *McMagazine* "significant circulation," said one executive.

McMagazine will be published as a joint venture with Quad Publishing Group, the Milwaukee-based publishing arm of magazine printer Quad/Graphics.

The unit publishes *Milwaukee Magazine* and is run by President-Publisher Betty Quadracci, wife of Quad/Graphics President-CEO Harry Quadracci. She will also serve as publisher of *McMagazine*.

Ms. Quadracci declined to comment; McDonald's executives couldn't be reached.

McMagazine will probably be published as a quarterly in 1993 and, if successful, would continue to increase frequency with the goal of publishing monthly.

The title will be distributed free.

The launch of *McMagazine* fits with two current trends in the magazine industry.

A growing number of marketers are launching their own maga-

(Continued on Page 45)

LAST MINUTE NEWS

Pearle splits business 3 ways

DALLAS—Pearle announced a three-way split of the creative portion of its estimated $45 million account. GSD&M, Austin, Texas, will handle promotional, creative and other brand management assignments, while Wyse Advertising, Cleveland, will handle future image and brand assignments. Incumbent Foote, Cone, & Belding, Chicago, which has had the account since 1981, will remain on the roster, but Pearle wouldn't say in what role.

Sun Co. gasoline in review

PHILADELPHIA—Sun Co. is reviewing its $10 million to $15 million gasoline account as part of a companywide review of all vendor contracts. Incumbent Wells Rich Greene BDDP, New York, is participating. Also believed to be in the review are Lois/-USA and Bloom FCA, New York; and Ketchum Advertising and Weightman Advertising here. Separately, Shell Oil has launched a new campaign in 28 markets themed "Shell. Miles ahead," via Ogilvy &

(Continued on Page 8)

INSIDE

Event sponsorships to grow at a fast clip in '92. **Page 4.**

Entertainment: Competition hot for consumer leisure. **After Page 30.**

Ad Review: Garfield looks at Microsoft's first TV campaign. **Page 48.**

Foto: Wolfgang Kuhn/Shooting Star

Linda McCartney, wife of ex-Beatle Paul, has her name on an entree line.

Are you ready for food by Linda McCartney?

By Judann Dagnoli and Laurel Wentz

A U.K. food company owned by United Biscuit is looking for a little help from its friends to market Linda McCartney frozen vegetarian entrees in the U.S.

The line, already selling in the U.K., includes items like meatless Lasagne, Beefless Burgers, Golden Nuggets, Spaghetti Bolognese Style, Deep Country Pies, Vegetable Wedges and Cauliflower & Broccoli & Potato Gratin.

Two other items that could face a difficult translation to the U.S. market are Ploughman Pasties and Ploughman Pie.

U.S. retail food executives said last week a London consultancy representing Ross Young's Ltd. has approached U.S. frozen food companies seeking to license the year-old line, which carries the name and likeness of Ms. McCartney, wife of pop star and ex-Beatle Paul McCartney.

One company believed to have rebuffed the offer is Campbell Soup Co., a major player in frozen foods through its Swanson and LeMenu products. Campbell executives declined to comment.

But retail and industry insiders

(Continued on Page 44)

Senate probes ad subsidies to marketers

By Steven W. Colford

WASHINGTON—The U.S. Senate's Agriculture Committee is scheduled to open an investigation tomorrow into a program that provides a dozen major marketers $1 million to $10 million in federal funds to help advertise and promote their products abroad.

The U.S. Department of Agriculture marketing subsidy is earmarked for $1 billion in federal funds through 1995.

Among the marketers receiving funds last year are E&J Gallo Winery, Pillsbury Co. and Tyson Foods. Altogether, 633 marketers got $200 million from U.S. commodity groups that received funds from the Agriculture program.

Several lawmakers are asking that the subsidy, called the Market Promotion Program, be eliminated or overhauled.

Rep. Dick Armey (R., Texas) has the support of at least 30 colleagues to try to kill the subsidy, which began in the mid-1980s as the Targeted Export Assistance Program.

"Taxpayers are being asked to pay McDonald's advertis-

(Continued on Page 45)

Top fund recipients

These marketers received more than $1 million in federal funds in 1991 through a U.S. Department of Agriculture program to promote commodity products abroad.

Sunkist Growers (citrus)	$9,999,656
Blue Diamond Growers (almonds)	$6,216,000
E&J Gallo Winery (wine)	$5,121,000
Sunsweet Growers (prunes)	$3,740,000
Sun-Maid Growers of California (raisins)	$3,655,000
Pillsbury Co. (corn)	$2,945,850
John West Foods (U.K.) (seafood)	$1,810,000
Welch Foods (concord grape)	$1,214,000
American Legend (mink)	$1,168,000
Tyson Foods (poultry)	$1,165,000
Wrangler Jeans (cottonwear)	$1,120,000
M&M/Mars (chocolate)	$1,100,000
Ocean Spray Cranberries (cranberries)	$1,000,000

Source: U.S. Department of Agriculture

NEWS SUMMARY

■ **McDonald's** is reportedly developing a family-activity magazine, carrying ads, to distribute in its restaurants. 1

■ **A federal subsidy program** funding advertising abroad for some U.S. marketers is under fire in Washington. 1

■ **Chrysler Corp.** said it may quit advertising in network TV prime time in favor of more targeted media vehicles. 1

■ **Nicotine patches** containing prescription drugs, designed to wean smokers off the habit, are growing in sales. 3

■ **Newspaper** Advertising Bureau is considering a free standing insert program called Super Saver. 3

■ **Event sponsorship** is growing and will be a $3.3 billion business this year, an industry conference was told. 4

■ **Beauty product** marketers are changing tactics, including shifts to self-service and use of infomercials. 12

■ **Banks** are creating new products and strategies as customers seek higher interests rates elsewhere. 16

■ **Duncan Hines** should change its "real chocolate" claim, the National Advertising Division ruled. 21

■ **N W Ayer** is negotiating with several agencies in Eastern Europe to better serve its international clients. 43

■ **Publishers Clearing House** moved its $20 million creative account to Deutsch from Ogilvy & Mather. 48

COMPANY INDEX

The following marketers, media and ad agencies received significant mentions in this issue of *Advertising Age*. (This list excludes Last Minute News, For the Record and other news briefs.)

American Cyanamid Co. 3
American Urban Radio Networks S-2
Anheuser-Busch 18
Avon Products 12
N W Ayer 43
Bank One 16
Beiersdorf 12
"Billboard" S-4
Blockbuster Video S-2
Blue Diamond Growers 45
Borden 20
Burger King Corp. 2, S-4
Busch Entertainment Corp. S-4
"Business Week" 4
Calip Dairies 21
CBS S-6
Chase Manhattan Bank 16
Choice Hotels international S-6
Chrysler Corp. 1, 44
Ciba-Geigy Corp. 3
Citibank 16
Coca-Cola Co. 4, S-2, S-4, S-6
Columbia Pictures S-1
Columbia/TriStar Home Video S-2
Coors Brewing Co. 10
Cosmair 12
Deutsch 48
DIC Enterprises 21
Walt Disney Co. S-1, S-4
First Chicago Corp. 16
"Forbes" 4
"Fortune" 4
Fox Basic Cable 38
Frito-Lay 29
E&J Gallo Winery 1
Hershey Chocolate USA 45
Hershey Foods Corp. S-2
Home Box Office S-2
KASP-AM 32
KFAN-AM 32
KMPC-AM 32
Estee Lauder USA 12
"Lear's" 38
Marion Merrell Dow USA 3
Maybelline 12
MCA S-4
McDonald's Corp. 1, 45, S-6
Microsoft Corp. 48
M&M/Mars 45
NBC S-6
NEC America 47
News America FSI Division 3
Nickelodeon/Nick at Nite S-1
Ogilvy & Mather 48
Paramount Pictures S-6
Pepsi-Cola Japan 4
Pillsbury Co. 1
Procter & Gamble Co. 12, 21
Publishers Clearing House 48
Quad Publishing Group 1
R.J. Reynolds Tobacco Co. 3
Ross Young's Ltd. 1
Seagram Co. 47
Six Flags Entertainment S-4
Sony Corp. of America S-2
SummitBank 16
Sunkist Growers 45
Sun-Maid Growers of California 45
Sunshine Makers 21
Sunsweet Growers 1
Time Inc. Magazine Co. 16
Time Warner S-4
Tower Records S-2
Tsumura International 12
20th Century Fox Film Corp. S-1
Tyson Foods 1
Universal Studios S-4
Valassis Inserts 3
Warner Bros. 38, S-2, S-6
Warner-Lambert Co. 3
Welch Foods 45
West Coast Video S-2
WFAN-AM 32
Winner International 21
WIP-AM 32
WSCR-AM 32
XTRA-AM 32

DEPARTMENTS

Ad Review 48
James Brady 26
Brady's Bunch 38
Classifieds 40
Con-Sid-erations 22
Consumer Linage 33
Corrections & Clarifications 24
Editorials 22
For the Record 43
Forum 25
Letters 24
MediaWorks 32
People Moving 38
Photo Review 39
Special Report: Entertainment Marketing ... after 38
The Next Trend 26

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No admen, thanks

Clinton team won't hang 'help wanted' signs

By Steven W. Colford

WASHINGTON—If Bill Clinton's top advertising consultant has his way, there will be few, if any, Madison Avenue types on the ad team of the likely Democratic presidential nominee.

All the Arkansas governor's primary election ads have been produced by Great American Media, a unit of the Washington consultancy Greer, Margolis, Mitchell, Grunwald & Associates, and that's not likely to change much, said media adviser Frank Greer. The makeup of Gov. Clinton's team for the general election took on greater significance last week, when Paul Tsongas suspended his presidential bid, citing severe campaign debt.

Unlike the Bush team, which continues to court Charlotte Beers, former ceo of Tatham/RSCG, Chicago, and other Madison Avenue types, Mr. Greer said he's not a fan of adding staff from the ranks of commercial advertising.

POLITICS ★★★★ 92

"That's never worked terribly well for a Democrat in the past, has it?" he said. "We have a 55-person agency and could pretty much handle everything ourselves. That's not to say we wouldn't accept any creative suggestions from someone on the outside, but I'm not so sure about bringing in outside people."

The mixing of political and commercial ad consultants in the 1988 Democratic campaign of Michael Dukakis proved disastrous.

"Greer is partly right—it was tremendously unsuccessful in '88," said Ken Swope, whose Boston political consultancy, Ken Swope & Associates, produced some Dukakis spots.

"But that was more because the campaign went to the wrong commercial ad people. I think they should bring in people from commercial advertising, but they must be careful that the people they bring in can put themselves in a creative political mode," said Mr. Swope, whose consultancy produced ads for Democratic Sen. Tom Harkin's presidential race.

"Frank Greer is afraid of what happened to me . . . in 1988," when commercial advertising consultants took over the campaign's media from the political consultants who handled advertising through the primary elections, he said.

Clinton

But Mr. Swope said the right people can add mightily to campaign advertising.

"The great creative people in commercial advertising make the great creatives in political advertising look like plumbers," said Mr. Swope, who began his advertising career at N W Ayer. "Political consultants, to a large degree, don't have a clue about how to move people emotionally with ads." □

High TV costs cited as Tsongas ends bid

By Steven W. Colford

In the end, Paul Tsongas said, it was the cost of TV advertising that forced him to end his presidential bid. Facing two weeks of campaigning in Connecticut and New York and already deep in debt, Sen. Tsongas on March 19 abruptly killed his bid for the Democratic nomination.

"We did not have the resources necessary to fight the media war in New York," he said. "I would have been defined by others and . . . unable to defend myself."

Tsongas

Wins in both states were virtually mandatory for Sen. Tsongas to remain a viable candidate. The former Massachusetts senator needed about $1 million for advertising in the next two weeks, said Mike Shea, president of Shea & Associates, Boston, Sen. Tsongas' campaign agency.

"Money comes when you win," he said Friday. "If we had had the money, I'm sure Clinton would have spent even more, forcing us to spend that much more on advertising."

The blaming of Sen. Tsongas' sudden pullout on media costs is likely to reinvigorate campaign reform proposals, including calls for free or cheaper airtime, said Bob Dreyfuss, public affairs director at Public Citizen, a campaign reform lobbying group.

"It is a fact of life that in an electronic democracy you need airtime and have to define yourself on electronic media," said Scott Miller, former creative director at McCann-Erickson Worldwide and a media adviser to the Tsongas campaign. "But we also need a reality check from those people who say we need more debates instead of ads."

The growing number of debates and other forums increases the importance of and need for advertising, Mr. Miller said.

"Maybe there should be free or cheaper airtime . . . but I don't see any need to limit the ability . . . to advertise," he said. "Look at what happened in the last debate. What did the media pick up—the exchange between Jerry Brown and Bill Clinton . . . and Paul Tsongas was nowhere to be found in that exchange."

Mr. Miller, a former partner in communications consultancy Sawyer/Miller Group, likened the growing need for political ad time to the advertising required for an established product. □

BK reviews promo biz

By Jon Lafayette and Scott Hume

Burger King Corp. is reviewing at least a portion of its estimated $75 million sales promotion account.

The No. 2 hamburger chain confirmed discussions have been held so far with six or seven promotion agencies and said it expects to talk with several more in upcoming weeks.

Burger King is seeking an agency of record to handle all family promotions, including adult programs designed to boost sales of its Weight Watchers entrees and the Pizza Firenze now being tested.

Such promotions have been handled by a variety of promotion agencies on a project basis.

Promotions targeted to children, including the chain's BK Kids Club, handled by Alcone Sims O'Brien, Irvine, Calif., aren't included in the review, industry executives say.

It's possible Burger King could consolidate the whole promotion account at Alcone, these sources say.

Burger King Director of Media Relations Cori Zywotow confirmed the review but wouldn't say whether all or part of the chain's promotion budget is involved or who Burger King has talked to.

Burger King's $215 million marketing budget includes both advertising and promotion spending, she said. Burger King spent about $140 million on media advertising in 1991, through D'Arcy Masius Benton & Bowles and Saatchi & Saatchi Advertising, both New York.

An obvious and strong contender for the promotion account is Comart-KLP, Chicago, creator of the "Burger King Hidden Surprise Game" promotion, which starts next week.

The scratch-card game is part of the chain's yearlong promotional relationship with Walt Disney Co. The game, which runs through May 3, is tied to Walt Disney World Resorts, Coca-Cola Co. and Delta Air Lines. Prizes are worth $90 million.

Winners get trips to Walt Disney World, $100,000 in cash or Burger King menu items. Participating Burger King restaurants will offer 32-ounce Walt Disney World 20th Anniverary Collector Cups featuring Disney cartoon characters.

Four weeks of network TV, via Saatchi, supports the game. □

'Biz Week' to downplay ad-page game

By Scott Donaton

Business Week, the magazine industry's ad page leader since 1975, doesn't want to play the ad page game anymore.

Although staying on top is desirable, the McGraw-Hill weekly will focus on increasing net revenues per page and strengthening the bottom line, said Karl Spangenberg, senior VP-advertising sales.

In the past decade, *Business Week* and other magazines have resorted to sales practices that inflated the number of ad pages but eroded profit margins.

"Pages are great, but profitability and viability are going to dictate our business decisions," Mr. Spangenberg said. "Our challenge is to provide maximum value for our advertisers and our readers, and there are times when that goal comes into conflict with the number of pages you're going to get."

Specifically, "the previously relied-upon indicators of vitality, profitability and viability have to pass a new test of relevance, particularly the use of [Publishers Information Bureau] tabulations of ad pages and revenue as a measurement of success," he said.

"I think *Business Week* is fundamentally right, and I applaud them for that step," said *Fortune* Publisher James Hayes. "To win the PIB race has become an empty trophy. Your PIB might be great, but your internal profitability could be sinking fast."

Forbes, which briefly threatened *Business Week's* grip on the top last year, claims its rival is merely preparing industry watchers for the title's eventual fall.

"We're delighted to hear it because it means they're not so sure they're going to stay No. 1 in the future," Forbes Inc. Chairman Steve Forbes said.

Mr. Spangenberg disagreed, saying *Business Week* is acting from a leadership position and is taking steps to rebuild margins.

While admitting rate negotiation is a fact of life in the business field, Mr. Spangenberg said the *Business Week* sales force is being trained to focus less on price and more on audience demographics and editorial quality.

The magazine is also analyzing the profitability of its special ad sections, which should lead to a reduction in their number.

Ad rates were cut 1% last year in an attempt to ease the pressure to negotiate. And the title established a bonus plan that lets advertisers earn credits toward future buys, replacing a plan that awarded free pages.

Ad page and ad revenue figures as tracked by PIB are no longer considered valid indicators of a magazine's vitality because the figures include special ad sections and supplements and pages sold at steep discounts off the published rate.

Mr. Spangenberg stressed *Business Week* isn't condemning PIB. Rather, he said, publishers have misused PIB data by inflating the importance of ad page counts.

Jim Guthrie, exec VP-marketing development for the Magazine Publishers of America, which includes PIB, agreed.

"I don't know an ad agency or client that takes a look at ad page sales and sees that as indicative of a magazine's health," he said. "PIB was not designed as a promotional tool."

Ad pages "could be a sign of vitality," said Louis Schultz, exec VP-director of media services at Lintas:USA, New York, but a magazine's ad page rank isn't a real factor in buying decisions.

"They're right to question why they're taking pages at any price. It's a race for the meaningless," he said. "I don't really care who's No. 1."

The dogfight among the Big 3 business magazines—*Business Week*, *Forbes* and *Fortune*—intensified last year. *Forbes* briefly passed *Business Week* in ad pages after nine months and boasted of its achievement in ads from Doremus & Co.

But *Business Week* ultimately kept its crown, despite seeing ad pages fall 15.2% to 3,735 for the year. *Forbes* carried 3,573 ad pages, down 9.3%, while *Fortune's* 2,950 ad pages marked a 12.2% drop.

For the first time in several years, *Business Week's* yearend ads made no mention of its first-place finish, focusing instead on its news-gathering capabilities. Margeotes, Fertitta & Weiss is *Business Week's* agency.

"We could've put the No. 1 but chose not to because we feel, strategically, it really doesn't tell the story we need to focus on," Mr. Spangenberg said.

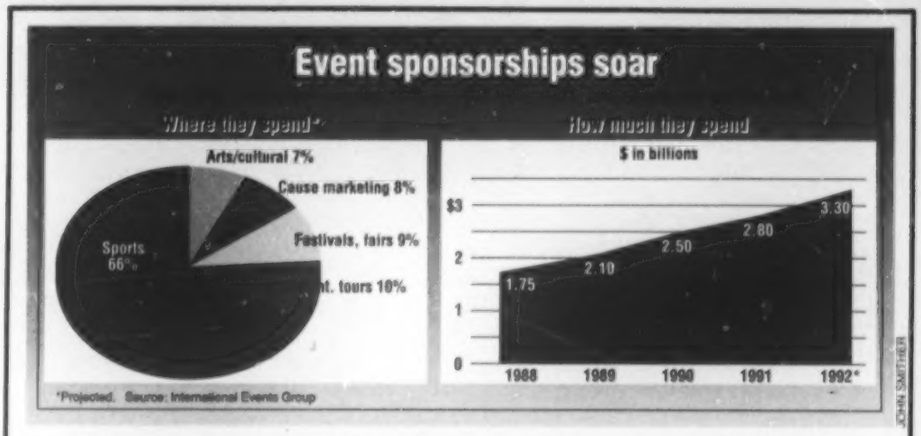
Winning the ad page race remains a priority at *Forbes*, however.

"We're working hard at it," Mr. Forbes said. "Excellence will be rewarded."

A first-place finish would be quite a feat for *Forbes*, published every other week. But *Forbes* counts ad pages from its quarterly "Forbes FYI" supplement and this fall will launch "ASAP," a quarterly high-technology supplement. □

Doug Goodman

Ad page dominance will no longer mean success, says *Business Week's* Karl Spangenberg.



Sponsorships up 18%

Whittle says event spending will supplant net TV

By Scott Hume

CHICAGO—Corporate investment in event sponsorships is growing so fast that only greed and perhaps the Internal Revenue Service can slow it down, attendees at a sponsorship conference were told last week.

This year, 4,500 companies will spend $3.3 billion on event sponsorships, nearly an 18% increase from what 4,200 companies spent last year, according to projections by the International Events Group, the conference sponsor.

In contrast, a 7% to 9% increase in measured media spending for 1992 is expected by Robert Coen, senior VP-director of forecasting at McCann-Erickson Worldwide, New York.

That kind of growth should make the sponsorship industry optimistic but cautious, said keynote speaker Christopher Whittle, chairman of Whittle Communications. He said he expects "a dramatic reprogramming of advertising dollars" by major advertisers during the '90s. Anticipated changes include growth in event sponsorship until it supplants network TV as the primary recipient of top advertisers' budgets.

But event sponsorship faces several challenges, Mr. Whittle said. Event organizers must prove sponsorships' value with solid research and not rely on traditional media's inability to prove their worth, he said.

The charge that event promoters are weak on research has dogged the sponsorship industry for years. And the increasing interest in targeted audiences will put even more pressure on organizers to provide research proving events' effectiveness.

A second challenge Mr. Whittle outlined is the sponsorship industry's need to develop new areas of opportunity for marketers. Cause marketing, which targets a portion of proceeds from an event for charity, has helped sponsorship growth, he said. But the industry must evolve beyond it and devise new types of event marketing.

The third challenge is for the industry to avoid the traps that have ensnared traditional media.

"The key to events marketing's future is to protect the principle it was built on," Mr. Whittle said. "And that is to deliver 'specialness.' "

But the sponsorship industry faces a more immediate challenge: the IRS' revised guidelines on taxing corporate sponsorships of non-profit organizations.

After auditing Mobil Corp.'s sponsorship of college football's Cotton Bowl, the IRS classified that money as "unrelated business taxable income," taxable at a rate of 34%. If that ruling is applied to all corporate sponsorships, as the proposed tax-code revision would do, the sponsorship industry is at risk.

Smaller events would suffer the most dramatic falloff in support, predicted Jim Andrews, International Events Group editorial director. But larger events would feel the effects as well, he said.

The IRS will accept public comment on the new tax guidelines until April 3. □

Betsy Spethmann contributed to this story.

Cola war bubbles in Japan

By David Kilburn

TOKYO—The diet cola war is hitting Japan with a vengeance.

Pepsi-Cola Japan has persuaded at least one national newspaper to run a hard-hitting comparative ad campaign breaking today to introduce 1-calorie Diet Pepsi.

The company is expected to try to convince the TV networks to run a broadcast version.

Pepsi's attack comes as Coca-Cola Japan introduces its own 1-calorie Caffeine Free Diet Coke and marks the second recent use of comparative advertising, a rarity in Japan. General Motors Corp. earlier this month broke a campaign comparing its cars with competitive Japanese models.

"We think McCann-Erickson Hakuhodo's comparative ad campaign for General Motors has helped to change the climate," said Toshitake Yamagishi, marketing director for Pepsi-Cola Japan.

Copy shown with the Diet Pepsi can reads: "For those who would like to gain more calories—we don't recommend Diet Pepsi—we recommend Coca-Cola Light. The reason? The calorie content of Diet Pepsi is one-12th that of Coca-Cola Light." Diet Pepsi has 1 calorie per 100-milliliter serving, like the new Caffeine Free Diet Coke, compared with 12 calories per 100 milliliters for Coca-Cola Light.

So far, *Nihon Keizai Shimbun* has agreed to run the ad. At press time, Pepsi was still in talks with the *Asahi Shimbun* and *Yomiuri Shimbun* and is expected to talk to several TV networks.

GLOBAL NEWS

"Since this campaign is based on clearly established facts and meets the Fair Trade Commission's guidelines for comparative advertising, we think the TV stations will accept it," Mr. Yamagishi said.

Nakahata Advertising Production Co. created the ad; Asatsu, a BBDO Worldwide affiliate and Pepsi's agency of record, is handling media.

Last year, Pepsi aired the comparative Hammer commercial "Feelings" for Pepsi despite objections by Coca-Cola.

Coca-Cola dominates the $1.65 billion Japanese cola market with 70% for its flagship brand and 20% for Coca-Cola Light, according to industry estimates. Pepsi claims it increased its market share several percentage points last year to almost 10%.

Those in the industry say Pepsi hopes to sell 3.5 million cases of Diet Pepsi this year to achieve about a 2% share. Sales of Pepsi itself are expected to reach 20 million cases, increasing the main brand's share to as much as 13% this year.

Coca-Cola denied the Caffeine Free Diet Coke introduction was a reaction to Pepsi.

"We are simply building our business by offering the consumer more choice," said Robert Harland, senior VP-external affairs.

Two TV commercials by Lintas:Hakuhodo breaking March 28 show a young woman in a fashionably short skirt walking along a city street with her image reflected in windows. The spots intercut scenes showing her drinking the new brand with other scenes, such as swimming and at aerobics.

Industry executives estimate Coca-Cola will spend about $80 million on cola advertising this year, up 33.3% from 1991. Pepsi's spending is expected to rise by the same percentage to $16 million. □

Even 'B' videos are getting the bucks

By Laurie Freeman

Now playing at your local video rental store: Promotions for little-known releases.

With few hits due on tape in the near future, and with rental chains being more selective in the tapes they buy, studios are creating advertising and promotional efforts for all types of videos.

Promotions that once might have been saved only for blockbuster films are now being used to hype smaller-scale titles like collections and non-theatrical releases.

"People are more selective, even with rental titles, and retailers are more careful about how many of each title they're going to stock," says Van Wallach, senior editor of the trade magazine *Video Store*.

These promotional efforts go beyond extra ad spending, which has steadily increased over the years.

According to figures from LNA/-Arbitron Multi-Media Service, home video marketers spent more than $101 million to advertise pre-recorded tapes in 1990, the latest full-year figures available. This amount marks a 60.3% increase from 1987, when $63 million was spent.

Industry observers say full-year spending in 1991 should be modestly higher than 1990, and the same trend is expected for 1992.

Video retailers have kept pace with the studios' spending. According to LNA, Blockbuster Video, West Coast Video and MTS' Tower Records combined to spend $39.8 million in the 12 months ended September 1991. This figure marks a 17.9% jump from the previous 12 months.

The current rash of promotional activity by home video marketers focuses on the rental segment.

Many home videos' advertising and promotion budgets have topped $1 million apiece. Typically, a "B" title's advertising and promotion budget is around $500,000, says Bob Alexander, president of consultancy Alexander & Associates.

Coca-Cola USA and Warner Bros. Records were part of the "Boyz N the Hood" video promotion.

Home Box Office's video division funneled $2 million into a consumer and retail campaign for its recent release of "Don't Tell Mom the Babysitter's Dead."

The campaign gave retailers and consumers a chance to win a 1956 Buick by taking a phone-in "pop quiz" about the movie. To encourage retailers, HBO Video told store owners to call an 800 number and the public to call a 900 number.

"The retailers are the ones going into their pocket to pay $60 to $65 a cassette, and in this case, we wanted them to have a feel for what the film is about," says Peter Liguori, VP-new releases at HBO Video.

As a result, the release sold better than anticipated. HBO shipped 250,000 copies of the film, which grossed only $25 million in theaters.

In addition, studios are creating cross-promotions for films other than megahits.

Columbia/TriStar Home Video assembled an estimated $3 million cross-promotional marketing campaign this month with Coca-Cola USA, Warner Bros. Records and American Urban Radio Networks to promote the home video release of "Boyz N the Hood."

The studio also created a multi-million dollar campaign featuring tie-ins with Sony Corp. of America, for its blank tapes, and Hershey Foods Corp.'s Kit Kat candy bars backing the release of "Oscar's Greatest Moments," 20 years of highlights from the Academy of Motion Pictures Arts & Sciences awards show.

The promotion partners helped Columbia TriStar Home Video ship more than 330,000 units of "Boyz N the Hood" and 800,000 units of "Oscar's Greatest Moments" to video retailers, says Bill Perrault, VP-marketing.

Ken Graffeo, VP-marketing for the West Coast Video rental chain, says a studio's total marketing program influences what titles and how many copies the chain buys.

"When a studio ties in with a national advertiser, we know there will be a higher awareness level and greater purchase or rental intent on the part of the consumer," he says.

Normally, marketers will consider cross-promotions only for films that grossed at least $30 million at the box office. But, Mr. Wallach says, "That may change as marketers find that niche and smaller films may help them reach a specific audience."

But even if studios can't enlist cross-promotional partners, they'll have to maintain, if not increase, their promotional activity in the rental market.

"The more promotional pressure by the studios, the more consumer demand there is, which means we buy more copies," says Ron Castell, senior VP-programming and communications at Blockbuster. □

That's entertainment spending!

Measured media ad spending by entertainment categories in 1987 and 1990 and percentage change, and measured spending through September 1991 (in $000,000s)

	1987 spending	1990 spending	% change '87-'90	Spending through September 1991
Motion pictures	$585.2	$937.1	60.1%	$586.2
Broadcast TV	250.2	268.7	7.4	164.5
Cable TV	108.1	223.1	106.4	176.0
Dance, theater, concerts	102.6	143.5	39.9	94.6
Theme parks, sports events	109.2	139.6	27.8	105.6
Radio stations	113.5	118.9	4.8	74.8
Pre-recorded video	62.8	101.3	61.3	79.4
Books, music	109.2	81.6	(25.3)	54.5
Magazines, newspapers	43.0	52.9	23.0	27.9
Pre-recorded audio	34.8	36.7	5.5	26.4
Total	$1,523.8	$2,090.0	37.2%	$1,389.7

Sources: LNA/Arbitron Multi-Media Service — Advertising Age graph: John Hall

IF YOU THOUGHT BALLROOM DANCING IN ST. PETERSBURG MEANT CHA CHA, FOXTROT, RUMBA...

You're starting off on the wrong foot.

While St. Petersburg — and the entire Tampa Bay area — was once considered a sleepy place, ideal for retirees alone, this is no longer true. In fact, the influx of new, young residents to the St. Petersburg area has lowered the city's median age by nearly eight years since 1980.

So it's not surprising that St. Petersburg's newly renovated Coliseum ballroom, once host to big bands and swing, now attracts sell-out crowds of young people to each of its sock hops, held monthly since 1989.

And it's not surprising either that Tampa Bay keeps up with the Times. The St. Petersburg Times, Tampa Bay's largest newspaper, beats the Tampa Tribune in metro circulation by nearly 107,000 papers daily and more than 122,500 on Sunday.*

So get in step with Tampa Bay. Call 1-800-333-7505, ext. 8249, for the latest information on this thriving market and the newspaper that serves it best.

Source: ABC Audit Reports for 12 months ending 12/31/90
Represented nationally by CWO & O, (212) 750-4040

St. Petersburg Times
Tampa Bay's Largest Newspaper

All-sports radio scores

Veterans strong as converts join format lineup

By Alan Salomon

AM stations do well with an all-sports format if they concentrate on local sports, carry some play-by-play, run call-in talk shows and emphasize entertainment in the morning, general managers say.

At least four stations nationwide have begun all-sports programming in the past year.

The latest to join the fray is KMPC, Los Angeles, which will switch next month from an all-news format. In January, WSCR, Chicago, started up and KASP, St. Louis, switched from an oldies format. The fourth, KFAN, Minneapolis, switched from a country format last August.

Because the stations' biggest audience group is young males, the strongest ad categories include auto, beer, soft drinks and travel.

Most all-sports stations are in the top 25 markets; some executives don't think there's room for the format in midmarket cities without major league teams.

WFAN, New York, adopted the format in July 1987 and is considered the all-sports pioneer. Infinity Broadcasting bought the station in January from Emmis Broadcasting for $70 million; the deal is pending Federal Communications Commission approval. The station mixes Don Imus' morning drive-time show with play-by-play and local sports coverage.

MEDIA WORKS

WFAN handles play-by-play for the Mets, Rangers and Knicks, guaranteeing live coverage of a local team nearly every night.

"Play-by-play is a necessity for success in this format. Throughout the day, there [can only be] so much talk," said Rick Rosenfelt, WFAN sales manager.

The station earned a 1.1 share in the fall ratings period, flat from the year before, according to Arbitron Co. WFAN's biggest advertisers are Anheuser-Busch and Coca-Cola Co.

In Minneapolis, KFAN earned a 1.2 share of all listeners 12 and older for fall 1991, just after its switch in August. That compares with a 0.4 share from the summer 1991 period, according to Arbitron.

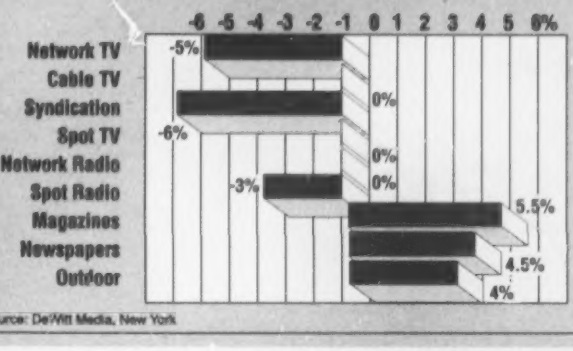
XTRA, San Diego, posted a 4.2 share for men 18 and older in Arbitron's November-January ratings period; the station switched from news/sports in October 1990. XTRA moved to No. 6 in the market, up from No. 16 before the format change. The station projects a 47% rise in ad revenues this year, mostly among upscale marketers targeting men, said Tom McKinley, general manager.

WIP, Philadelphia, posted a 9.2 share among men 25-54 in Arbitron's fall 1991 book, up from a 6.4 share the year before under its adult contemporary format. The station switched in September 1988.

VP-General Manager Ken Nanus credits the fall ratings in part to coverage of Eagles games; however, the station recently lost the rights to carry Eagles games to WYSP-AM. □

TV ad prices flat or falling; print up

Media prices aren't likely to rise much in 1992 despite political advertising, the Olympics or a possible economic turnaround. Here's how prices compare with 1991:



Source: DeWitt Media, New York

KIMBERLY MART

NEW YORK—Many advertisers predict they will pay less or the same for broadcast media this year, despite the Olympics and political advertising.

Network TV and syndication are expected to see the steepest declines, according to DeWitt Media's January survey of 102 advertisers.

Spot radio prices are also predicted to drop from a year ago.

Advertisers expect magazines, newspapers and outdoor to cost more this year.

Some respondents said the soft economy will keep the Olympics and politics from tightening the marketplace, as they traditionally have. One said, "Only an increase in real consumer demand will lead to a corresponding increase in advertising." □

NEWSSTAND

Advertising opportunities in print.

Premiere, New York, "Summer movie guide VI" special edition, June issue; ad close: March 27. B&w page: $17,070; color page: $24,020.

Barron's, New York, "Mutual funds flash" special advertising section, April 6 issue; ad close: March 30. B&w page: $17,887.87.

Vogue, New York, "Men's fashion" special editorial section, June issue; ad close: April 1. Color page: $49,000.

Sports Illustrated, New York, "Homeowners" special ad section, May 25 issue; ad close: April 6. Color page: $36,390.

Black Enterprise, New York, "Top black-owned businesses" special ad section, June issue; ad close: April 10. B&w page: $11,960; color page: $15,935. □

Joe Mandese coordinates MediaWorks.

LAUNCHING PAD

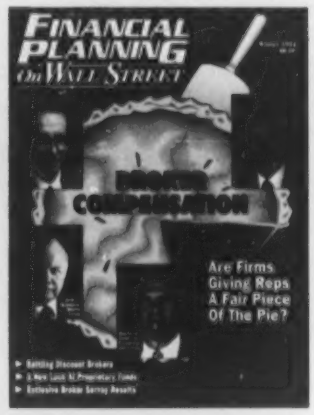
Brokers' quarterly set for April debut

New publication launches.

'Financial Planning on Wall Street'

SDC Publishing introduces with an April issue *Financial Planning on Wall Street*, a quarterly targeting brokers. Controlled circulation is 50,000. A b&w page costs $4,850; a color page is $6,050. Bruce Morris is publisher, Evan Guillemin is editor and Wendy Winshall is ad director. Offices are at 40 W. 57th St., Suite 802, New York 10019. Phone: (212) 765-5311.

'Guide to Children's Products'



Meredith Corp.'s Special Interest Publications will introduce in September *Guide to Children's Products*, a spinoff of *Better Homes & Gardens*. The annual is a shopping guide for children's toys, furniture and fashions. Newsstand distribution is 450,000. A b&w page costs $10,000; a color page is $15,700. David Cohen is publisher, William J. Yates is editor in chief and Patrick Tomlinson is ad director. Offices are at 150 E. 52nd St., Ninth Floor, New York 10022. Phone: (212) 715-8650.

'Out'

Out Publishing introduces with a June issue *Out*, a quarterly targeting lesbians and gays. *Out* seeks initial paid circulation of 150,000 nationally, 250,000 in two years. Editorial covers theater, film, art, fashion, pop culture and hard news. A b&w page costs $3,795; a color page is $5,500. Michael Goff is editor and Eva Leonard is ad director. Offices are at 594 Broadway, Suite 804, New York 10002. Phone: (212) 334-9119.

'The Smart Investor'

MetCom introduces with a June 14 issue *The Smart Investor*, targeting affluent men and women 35 to 59. The tabloid will publish again Oct. 25, with four issues planned for 1993. It will initially be distributed in 1.2 million Sunday copies of *The New York Times* and will sell on New York newsstands for $1.95. A b&w page costs $33,600; a color page is $48,700. James R. Regier is publisher, Niles Howard is editor and Bill Gallagher is ad director. Offices are at 1775 Broadway, Suite 625, New York 10019. Phone: (212) 262-1168.

'Street'

Fairchild Publications, a division of Capital Cities/ABC, introduced with a March issue *Street*, covering sports fashions and youth activities. The magazine will publish twice this year, then four to six times in 1993. Initial rate base is 15,000. A b&w or color page is $3,000. Mark Sullivan is publisher, Larry Carlat is editor and Diane Langhorst is ad director. Offices are at 7 W. 34th St., New York 10001. Phone: (212) 630-3653.

'Noir'

Nouvelle Publishing introduced with a winter issue *Noir*, a quarterly literary and arts magazine targeting 20-to-35-year-old blacks. Initial circulation is 3,000. A b&w page is $395. Duane Thomas is publisher, Kenneth Pope is editor and Cynthia Palmer is ad director. Mailing address is P.O. Box 1838, New York 10009. Phone: (212) 254-5332. □

Hats off to Jet Magazine for your 9% increase in ad pages in February.

We're proud to be the printer of Johnson Publishing's

Ebony, Ebony Man, and Jet magazines for over 45 years

and commend you on this strong demonstration of the power of print.

Ringier America

The power of printing.

Catalogs • Consumer & Special Interest Magazines • Books

CONSUMER MAGAZINE AD LINAGE

	February 1992	February 1991	Year-to-date 1992	Year-to-date 1991
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	115.5	119.0	217.8	197.6
Automobile Magazine C.	61.5	55.5	106.9	111.8
Car & Driver C.	78.3	79.7	148.6	176.5
Car Collector & Car Classics	29.0	18.0	59.0	39.0
Car Craft	36.1	46.4	68.9	83.7
Circle Track	118.6	115.8	177.5	171.6
Cycle World	40.8	33.3	92.7	63.2
Dirt Rider	30.9	27.9	75.6	59.9
Dune Buggies & Hot VWs	77.2	65.5	159.4	137.9
Easyriders	41.0	36.9	76.0	73.0
Family Motor Coaching	155.8	144.7	344.6	320.7
Four Wheeler C.	54.1	70.1	111.6	135.9
Hot Rod C.	39.7	43.2	75.2	86.2
Motorcyclist	31.7	29.5	57.1	52.8
Motor Trend C.	51.9	57.2	100.5	123.8
Motorhome	65.5	85.2	129.1	158.3
Petersen's 4 Wheel	53.8	62.5	93.6	112.8
Rider	26.9	30.1	55.2	54.2
Road & Track C.	57.2	71.8	124.8	156.8
Trailer Life	64.2	80.8	124.6	163.2
Total Group	**1,229.4**	**1,273.1**	**2,400.6**	**2,478.8**
% change	**-3.4%**		**-3.2%**	
■ Boating & yachting				
Boating	156.0	107.1	274.6	211.8
Chesapeake Bay	27.7	27.2	48.0	47.5
Cruising World	73.2	105.0	143.8	186.8
Lakeland Boating (11X)	64.8	64.8	117.0	124.3
Motor Boating & Sailing	107.2	90.0	204.5	183.2
Sail	105.9	117.4	211.8	198.4
Sailing World	30.7	53.9	60.8	83.5
Trailer Boats (11X)	57.3	65.1	115.2	149.2
Yachting C.	123.7	107.8	270.2	251.1
Total Group	**746.6**	**738.4**	**1,445.7**	**1,435.7**
% change	**1.1%**		**0.7%**	
■ Civic/fraternal				
Elk (10X)	18.7	17.3	35.2	32.5
Kiwanis (10X)	19.1	17.8	36.1	36.1
Lion (10X)	5.7	5.8	5.7	5.8
Rotarian	15.0	17.0	33.7	36.7
V.F.W. (11X)	23.7	25.2	47.3	55.0
Total Group	**82.2**	**83.1**	**158.0**	**166.1**
% change	**-1.1%**		**-4.9%**	
■ General				
American Health (10X) C.	—	—	42.0	31.3
American Heritage (8X) C.	37.0	55.7	37.0	55.7
American Legion	26.7	29.8	82.4	81.7
Archaeology (6X)	—	—	30.3	37.3
Art & Antiques (10X) C.	34.1	44.8	70.9	84.3
ARTnews (10X)	63.3	77.8	134.2	176.8
The Atlantic C.	51.0	35.6	102.6	85.9
Bon Appetit C.	84.6	83.2	131.6	140.8
Buena Salud	28.1	20.8	43.3	47.2
Cable Guide C.	20.7	24.9	43.9	56.6
Caribbean Travel & Life (7X)	—	—	53.3	51.7
Conde Nast Traveler C.	71.6	71.7	141.0	120.3
Connoisseur C.	25.7	30.0	52.8	59.3
Consumers Digest (6X) C.	—	—	21.8	26.7
Cooking Light (7X) C.	—	—	48.9	57.0
Country America (10X) C.	37.6	35.5	74.7	70.0
Departures N. America (6X)	41.3	79.8	41.3	79.8
Ebony C.	102.8	109.5	168.9	187.8
Endless Vacation (8X) C.	17.6	14.0	50.7	38.5
European Travel & Life (10X) C.	24.0	36.7	57.3	90.0
Food & Wine C.	48.1	38.7	73.7	72.7
Golden Years (6X)	—	—	38.2	32.5
Gourmet C.	75.4	70.2	118.9	157.7
Harper's Magazine C.	30.3	28.3	57.3	56.8
Islands (6X) C.	—	—	73.5	78.1
Kiplingers Personal Finance C.	55.6	47.0	103.7	94.7
Let's Live	39.0	46.0	80.0	88.0
Life C.	37.0	26.4	78.4	80.5
Longevity C.	55.5	43.8	105.5	82.5
Mature Outlook (6X) C.	—	—	41.5	35.9
Modern Maturity (6X) C.	37.3	37.1	37.3	37.1
Money C.	101.3	106.4	178.0	188.3
National Geographic C.	19.6	23.2	35.1	40.3
National Geographic Traveler (6X) C.	—	—	41.4	32.4
Natural History C.	27.9	27.1	55.5	55.6
New Choices (10X) C.	30.1	25.3	30.1	48.1
Prevention C.	47.7	47.4	84.3	79.7
Reader's Digest C.	65.7	76.0	125.1	129.8
Sat. Evening Post (9X) C.	—	—	31.7	38.9
Smithsonian C.	63.6	72.7	120.4	140.0
Town & Country C.	52.5	79.4	81.0	123.5
Travel-Holiday (10X) C.	57.5	42.8	57.5	64.0
Travel & Leisure C.	92.6	127.8	137.8	194.9
Travelhost	112.6	113.7	225.2	222.4
US Magazine C.	26.7	38.1	47.4	58.0
Ulne Reader (6X)	—	—	57.2	37.2
Vanity Fair C.	74.7	72.9	123.9	113.4
The Walking Mag. (6X) C.	23.5	28.8	23.5	28.8
Yankee C.	57.4	57.8	107.9	108.6
Total Group	**1,897.5**	**2,026.3**	**3,799.6**	**4,098.8**
% change	**-6.4%**		**-7.3%**	
■ Home				
Architectural Digest C.	115.4	109.7	184.6	192.2
Better Homes & Gardens C.	112.5	109.7	168.1	165.7
Colonial Homes (6X) C.	40.6	34.1	40.6	34.1
Columbus Monthly-Homes (4X)	—	—	15.3	20.6
Country Home (6X) C.	43.1	40.1	43.1	40.1
Country Life (6X)	—	—	33.4	60.9
Country Living C.	85.3	81.1	133.9	133.5
Decorating Remodeling (8X) C.	45.3	—	45.3	—
Family Handyman (10X) C.	40.0	51.4	66.3	82.9
Flower & Garden (6X)	—	—	31.0	19.8
HG C.	42.8	73.6	60.8	104.6
Home C.	43.1	57.7	80.9	79.5
Home Mechanix (10X) C.	31.5	34.4	31.5	34.4
Horticulture (10X)	35.1	32.3	87.2	74.9
House Beautiful C.	41.6	56.7	78.8	92.7
Metropolis (10X)	—	—	48.9	59.5
Metropolitan Home C.	63.2	66.3	106.4	106.5
Midwest Living (6X) C.	58.9	50.6	58.9	50.6
Organic Gardening (9X) C.	37.1	48.9	82.6	93.9
Phoenix Home/Garden	54.7	53.2	116.8	102.4
San Diego Home/Garden	58.9	70.8	102.7	115.0
Southern Accents (10X) C.	39.2	41.3	39.2	41.3
Southern Living C.	95.0	92.4	156.4	161.2
Sunset Magazine C.	104.7	107.5	179.2	176.8
Traditional Home (6X) C.	24.7	18.3	24.7	18.3
Workbench (6X)	—	—	40.2	48.6
Total Group	**1,212.6**	**1,230.0**	**2,056.9**	**2,109.7**
% change	**-1.4%**		**-2.5%**	
■ In-flight & other passenger				
Aboard Group (6X)	—	—	31.2	40.7
Alaska Airlines	43.9	52.8	91.6	104.9
America West Airlines	49.5	59.6	107.8	133.4
American Way (24X) C.	124.2	120.3	258.4	235.1
Continental Profiles	26.5	31.8	53.7	67.0
Delta Sky C.	70.7	62.6	134.7	124.2
Northwest Compass Readings C.	51.0	44.3	116.9	80.8
Southwest Spirit	47.8	49.3	93.8	90.6
Spirit of Aloha	45.4	35.3	89.6	71.2
TWA Ambassador A.	33.7	34.2	69.8	67.9
United Vis 'A Vis	54.3	67.3	112.6	123.6
US Air Magazine	63.3	60.2	136.0	127.4
Total Group	**510.3**	**517.8**	**1,296.1**	**1,266.9**
% change	**-1.2%**		**2.3%**	
■ Men's				
Details	22.5	17.0	41.7	33.7
Esquire C.	54.7	59.5	113.5	104.3
Firehouse Magazine	30.8	34.6	71.9	69.8
Gentlemen's Quarterly C.	80.5	110.7	123.9	172.5
M Magazine C.	51.0	76.7	89.8	105.5
Men's Fitness	35.7	35.0	73.7	67.8
Men's Health (6X)	—	—	19.3	19.2
Muscle & Fitness C.	111.6	115.0	230.1	229.3
Penthouse C.	60.9	56.5	124.1	128.3
Playboy C.	38.2	45.8	88.2	120.6
Popular Mechanics C.	52.5	51.8	94.5	95.8
Total Group	**538.2**	**602.6**	**1,070.4**	**1,146.8**
% change	**-10.7%**		**-6.7%**	
■ Metropolitan				
Aloha (6X)	—	—	33.8	37.5
Annapolitan (10X) A.	—	40.8	29.5	94.7
Atlanta	45.2	52.7	95.5	111.0
Baltimore	30.0	39.4	59.4	77.7
Boston	48.9	59.7	123.0	137.9
Chicago	41.7	52.7	112.7	109.2
Chicago's North Shore	54.3	67.3	120.1	135.8
Cincinnati	34.6	33.1	57.7	65.0
Cleveland	49.4	17.7	95.0	39.2
Columbus Monthly	33.1	33.6	69.3	79.4
Connecticut	59.0	55.1	117.1	111.3
D/Magazine	34.4	44.9	69.4	85.2
Detroit Monthly	36.8	42.2	99.7	93.6
Diablo	43.3	48.5	96.6	96.5
Grand Rapids	13.7	29.3	27.0	48.6
Honolulu	36.0	38.5	67.8	80.7
Houston Metro. Mag.	45.7	48.8	120.2	111.8
L.A. Style	39.3	70.9	63.6	112.6
Los Angeles	70.7	78.9	145.2	161.6
Louisiana Life (6X)	20.7	22.6	20.7	22.6
Louisville	39.2	38.2	58.7	67.8
Madison	40.0	40.0	68.0	64.0
Memphis	30.7	41.3	62.2	85.0
Mid Atlantic Country	44.1	40.7	76.1	82.0
Milwaukee	34.2	48.8	69.8	93.7
Minneapolis/St. Paul	62.9	72.0	175.6	152.3
Minnesota Monthly Mag.	71.3	50.2	121.5	87.4
New Jersey Monthly	56.2	51.5	95.3	84.0
New Mexico	22.7	20.7	120.8	122.7
Ohio	28.3	27.8	58.8	67.6
Orlando	63.3	98.9	108.9	172.3
Pacific Northwest (8X) A.	47.8	20.1	47.8	46.4
Palm Springs Life	157.9	162.3	309.5	297.0
Philadelphia	79.9	91.5	165.0	198.3
Phoenix	40.6	33.3	74.2	59.1
Pittsburgh	63.1	51.4	112.2	116.2
Rhode Island Monthly	30.5	28.3	64.5	88.3
Sacramento Magazine	33.1	46.3	87.4	111.9
San Diego	66.0	82.4	141.0	167.7
San Francisco Focus C.	57.1	62.4	111.0	119.4
Sarasota (10X)	62.9	72.1	131.9	143.7
South Florida Magazine	61.6	58.7	112.5	115.7
St. Louis	30.3	36.5	56.0	71.0
Texas Monthly C.	76.0	87.7	169.1	189.4
The Washingtonian	79.7	93.4	148.0	178.7
Total Group	**2,115.8**	**2,333.1**	**4,369.0**	**4,793.5**
% change	**-9.3%**		**-8.9%**	
■ Music/entertainment				
Audio	62.8	66.4	146.8	157.3
Dance Magazine	64.3	68.7	133.0	136.9
Entertainment Weekly (52X) C.	50.6	62.0	101.3	103.7
Playbill	31.8	37.9	66.9	73.8
Premiere C.	40.1	52.5	82.8	100.0
Rolling Stone (25X) C.	97.2	95.4	156.9	175.2
Spin C.	36.4	31.2	70.7	67.8
Total Group	**383.2**	**414.3**	**758.4**	**814.7**
% change	**-7.5%**		**-6.9%**	
■ Outdoor & sport				
Alaska	46.2	44.5	77.1	85.5
The American Handgunner (6X)	—	—	64.0	52.0
American Hunter	17.5	17.2	32.4	39.4
American Rifleman	14.4	13.5	24.5	31.5
Audubon (5X) C.	—	—	31.9	33.1
Backpacker (8X) C.	22.6	22.1	22.6	22.1
B.A.S.S. Times	23.5	20.2	36.0	34.0
Bassmaster (10X) C.	68.0	90.7	121.7	158.1
Bicycling (10X) C.	61.1	71.9	61.1	71.9
Ducks Unlimited (6X)	—	—	25.0	19.4
Field & Stream C.	52.2	69.3	109.9	112.6
Fishing World (6X)	—	—	38.5	30.3
Flex	88.5	73.5	183.0	138.5
Florida Sportsman	130.4	132.5	230.0	234.6
Golf Digest C.	116.9	99.3	214.5	186.7
Golf Magazine C.	102.9	103.4	242.5	256.1
Guns	51.0	40.0	88.0	73.0
Guns & Ammo	35.7	34.3	69.8	64.0
In-Fisherman (7X)	128.0	114.5	128.0	114.5
Outdoor Life C.	47.0	63.6	96.5	108.4
Outskie Magazine C.	71.4	55.9	121.2	91.1
Petersen's Hunting	41.5	38.3	67.5	67.7
Runner's World C.	52.1	63.3	91.4	100.9
Salt Water Sportsman C.	88.2	90.2	200.0	207.6
Shooting Times	37.4	30.0	65.2	50.9
Sierra (6X) C.	—	—	34.4	45.0
Ski (8X) C.	78.9	80.3	194.3	199.0
Skiing (7X) C.	82.4	59.2	211.1	161.2
Skin Diver C.	103.9	122.9	204.8	227.8
Southern Outdoors (9X)	58.8	57.0	93.7	92.4
Southern Western Links (6X)	—	—	51.2	27.9
Sport Magazine C.	21.8	32.0	38.8	55.4
Sports Afield C.	61.2	60.8	115.8	125.0
Surfing	46.2	51.2	90.3	119.4
Tennis C.	53.1	52.2	80.2	87.8
Volleyball A.	17.2	—	36.4	27.7
Waterski (10X)	50.7	47.8	112.0	117.7
Western Outdoors (9X)	27.2	25.1	46.2	43.7
Total Group	**1,897.7**	**1,856.4**	**3,751.8**	**3,714.0**
% change	**2.2%**		**1.0%**	
■ Photography				
American Photo (6X) C.	—	—	48.8	42.0
Outdoor Photographer (10X)	29.9	28.4	29.9	28.4
Petersen's Photographic	46.2	27.5	95.4	49.2
Popular Photography C.	98.3	104.9	208.3	215.8
Shutterbug	172.3	167.0	344.8	332.7
Total Group	**346.6**	**327.8**	**727.2**	**668.1**
% change	**5.7%**		**8.9%**	
■ Science/electronic/mech				
Compute C.	74.1	57.3	153.3	153.0
Discover A. C.	14.3	34.7	33.0	65.4
Home Office Computing C.	46.0	39.5	83.7	80.2
Omni C.	67.7	66.8	125.7	122.6
Popular Science C.	53.4	47.9	102.3	93.1
Scientific American C.	29.0	65.5	92.1	101.4
Spectrum C.	30.5	40.8	79.4	96.8
Total Group	**315.0**	**352.4**	**669.6**	**712.6**
% change	**-10.6%**		**-6.0%**	
■ Woman/fashion/service				
Bride's Magazine (6X) C.	843.0	807.8	843.0	807.8
Child (10X) C.	58.8	47.0	58.8	47.0
Cosmopolitan C.	145.3	159.5	243.6	260.1
Elegant Bride (6X)	333.1	238.9	333.1	238.9
Elle C.	84.2	118.3	139.8	178.1
Essence C.	66.2	61.9	105.2	102.8
Family Circle (17X) C.	154.3	172.7	234.1	231.2
Glamour C.	85.7	110.5	129.2	178.8
Good Housekeeping C.	127.9	148.0	218.6	242.2
Harper's Bazaar C.	84.8	94.3	115.6	137.3
Imagen	47.5	50.9	97.4	120.2
Ladies' Home Journal C.	122.1	120.3	186.2	216.6
Lear's C.	30.2	29.5	58.8	65.5
Mademoiselle C.	69.7	96.7	103.7	138.4
McCall's C.	90.6	85.3	157.4	157.9
Military Lifestyle A.	64.6	49.7	75.1	49.7
Mirabella C.	72.5	78.2	93.5	128.1
Modern Bride (6X) C.	653.3	627.3	653.3	627.3
New Woman C.	54.0	66.0	90.0	109.6
Parenting C.	79.0	76.4	79.0	76.4
Parents Magazine C.	106.8	121.0	174.9	198.0
Redbook C.	84.7	89.3	143.7	144.8
Sassy C.	33.1	25.0	65.5	48.6
Self C.	58.4	67.9	103.0	105.0
Seventeen C.	46.0	69.4	78.0	107.9
Shape C.	65.1	54.8	113.2	96.7
Soap Opera Digest (26X) C.	32.4	35.1	61.1	63.5
Teen Magazine	33.2	28.4	56.7	52.5
True Story C.	46.1	41.3	81.3	74.0
Victoria C.	35.8	35.3	72.3	70.6
Vogue C.	167.2	226.1	239.8	318.0
W Magazine (26X) C.	90.7	126.6	149.0	177.5
Weddings West (4X) A.	—	—	288.0	42.3
Weight Watchers C.	38.3	44.0	62.1	69.2
Woman's Day (15X) C.	112.3	81.7	180.0	139.1
Workbasket (6X)	—	—	27.8	18.1
Working Mother C.	48.2	60.5	87.4	105.6
Working Woman C.	48.9	64.2	92.4	129.0
YM-Young & Modern (10X)	30.7	38.6	30.7	38.6
Total Group	**4,344.6**	**4,448.3**	**6,122.3**	**6,112.4**
% change	**-2.3%**		**0.2%**	
■ Youth				
Boys' Life C.	17.4	13.2	31.4	27.8
Campus Life (10X)	31.2	31.7	84.2	90.7
Total Group	**48.5**	**44.9**	**115.6**	**118.4**
% change	**8.1%**		**-2.4%**	
■ Business/national				
Barron's	129.3	124.1	230.4	217.9
Black Enterprise C.	146.7	114.8	194.6	160.0
Business Week (32X) C.	268.5	230.2	449.7	394.1
Economist (52X) C.	257.0	182.3	431.4	311.7
Entrepreneur C.	153.7	167.4	397.0	383.8
Entrepreneurial Woman (7X) C.	—	—	34.3	42.2
Financial World (26X) C.	80.6	45.4	176.2	76.9
Forbes (26X) C.	168.3	147.7	391.1	371.3
Fortune (26X) C.	162.9	159.8	271.7	255.5
Frequent Flyer	30.7	35.3	53.2	76.0
Futures	40.3	33.6	67.7	66.9
Harvard Business Review (6X) C.	—	—	42.4	42.9
Inc. Magazine C.	72.8	59.0	161.0	135.1
Income Opportunities	83.8	96.1	83.8	96.1
Industry Week (23X)	62.8	68.9	112.1	120.9
Nation's Business C.	19.5	25.3	42.3	56.3
Success C.	35.4	75.3	35.4	75.3
Total Group	**1,712.2**	**1,565.0**	**3,174.3**	**2,882.7**
% change	**9.4%**		**10.1%**	
■ Business/regional				
Business Atlanta	19.0	23.0	49.3	50.5
Business First of Columbus (52X)	100.3	88.8	169.9	151.8
Bus. Jrnl.-Milwaukee (52X)	101.3	101.6	207.0	200.5
Bus. Jrnl.-Sacramento (52X)	76.8	72.9	122.0	141.8
Bus. North Carolina	21.5	31.7	45.8	56.0
Capital Dist. Business Review (52X)	69.4	67.5	124.8	188.8
Caribbean Business	107.4	118.4	153.0	183.0
Corporate Rpt. Minnesota	46.2	36.3	87.4	82.0
Crain's Chicago Bus. (52X)	87.8	84.7	157.1	146.8
Crain's Cleveland Bus. (52X)	52.8	55.2	88.9	97.5
Crain's Detroit Bus. (52X)	49.2	61.5	114.0	120.2
Crain's New York Bus. (52X)	59.5	49.0	113.5	92.5
Florida Trend (12X)	21.9	26.1	45.8	61.2
Georgia Trend	33.0	33.0	60.8	57.3
Grand Rapids Business Journal	40.9	45.5	92.2	86.7
Hawaii Business	45.0	33.5	80.5	70.5
Houston Bus. Jrnl. (52X)	132.0	95.7	211.1	172.3
Indianapolis Bus. Jrnl. (52X)	95.2	108.0	178.6	189.2
Nashville Business & Lifestyle	14.5	18.3	26.6	39.4
New Orleans City Bus.	54.2	49.2	95.0	88.4
Pacific Bus. News (52X)	100.4	88.6	189.6	175.9
Philadelphia Bus. Jrnl (52X)	86.4	66.7	171.7	140.0
Pittsburgh Bus. Times (52X)	35.5	53.7	62.3	98.5
Providence Business News	49.7	55.8	98.4	105.6
St. Louis Bus. Jrnl. (52X)	95.2	118.1	160.7	206.3
Total Group	**1,650.1**	**1,639.4**	**2,906.1**	**3,002.8**
% change	**0.7%**		**-3.2%**	
■ National Sunday mags				
Parade (52X) C.	80.5	61.8	146.5	120.9
USA Weekend (52X) C.	58.2	41.9	120.9	86.9
Vista Magazine (12X)	12.8	8.5	27.9	15.6
Total Group	**151.5**	**112.2**	**295.3**	**223.4**
% change	**35.0%**		**32.2%**	
■ Newspaper Sunday magazine				
Boston Globe	86.2	106.1	175.0	200.0
Chicago Tribune	68.4	73.7	254.9	142.6
Cleveland Plain Dealer	24.8	26.1	46.7	48.4
The Dallas Morning News	39.2	31.8	68.3	57.6
Detroit Free Press	17.0	28.0	35.0	54.0
L.A. Times C.	101.3	36.9	148.1	75.8
New York Times Mag. C.	210.9	225.4	327.1	352.9
Philadelphia Inquirer	50.2	58.8	118.8	101.4
Seattle Times	58.0	50.0	87.0	85.0
St. Louis Post Dispatch	72.6	64.8	123.9	125.5
Toledo Blade Magazine	20.4	19.6	36.0	42.9
Washington Post	55.2	67.4	111.9	129.6
Total Group	**954.2**	**788.6**	**1,532.6**	**1,415.7**
% change	**2.0%**		**8.3%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	132.0	159.0	265.4	364.3
Army Times Military Group:				
Air Force Times (52X)	109.6	122.8	217.9	220.2
Army Times (52X)	107.6	120.7	217.9	234.2
Navy Times (52X)	115.8	128.2	233.0	254.8
Capper's (26X)	26.6	24.8	58.0	67.5
Commonweal (22X)	1.5	4.3	13.2	13.0
Golf World (41X) C.	135.4	123.0	310.0	276.7
Grit (52X)	28.5	39.0	56.1	78.6
Jet (52X) C.	93.0	85.5	150.5	157.0
National Journal (50X) C.	45.0	30.0	78.0	64.0
National Review (25X)	34.3	31.5	85.6	69.7
New Republic (48X)	37.9	41.6	69.5	72.5
New York Mag. (50X) C.	164.4	136.7	277.5	260.7
New Yorker C.	118.3	101.7	200.4	191.4
Newsweek (52X) C.	146.4	134.6	263.1	234.9
People (51X) C.	208.8	219.5	352.0	407.4
Sporting News (52X) C.	38.0	24.6	68.1	50.0
Sports Illustrated (52X) C.	147.5	172.6	270.6	302.4
Time (52X) C.	143.8	113.8	259.5	278.8
TV Guide (52X) C.	295.2	218.3	495.3	445.8
U.S. News & World Report (50X) C.	130.7	102.7	213.4	186.0
Total Group	**2,260.1**	**2,134.8**	**4,155.0**	**4,230.1**
% change	**5.9%**		**-1.8%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. Sectional linage is prorated to circulation of regional editions. A. Frequency change from prior year. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

Subsidy

(Continued from Page 1)

ing budget with their hard-earned money," Rep. Armey said. "There is no reason for the most successful American firms to be feeding at the government trough. The overall dollar figures are substantial, but any one grant is a tiny fraction of the ad budgets of a Hershey" or other major marketer.

David McGuire, the Agriculture Department's deputy director for marketing, said the program's primary mission is to see that U.S. commodities—cotton, walnuts, prunes or avocados—are promoted abroad.

Most of the federal dollars are dispersed by commodity groups, such as the Chocolate Manufacturers Association, National Pasta Association or Kentucky Distillers, to individual marketers based on criteria OK'd by the Agriculture Department, Mr. McGuire said.

"We didn't administer this thing on the basis of the size of a company or its ownership," he said. "Pillsbury got about $2 million for [promoting] sweet corn even though it's owned by [U.K. conglomerate] Grand Metropolitan. And the reason it's not a concern is because it's U.S.-grown corn they're selling . . . What is relevant is that this program makes for more jobs."

Gallo, for example, with an estimated annual ad budget of $100 million, got $5.1 million in 1991, the Agriculture Department said.

Other top fund recipients included Sunkist Growers (nearly $10 million in 1991 and $31.4 million since 1989), Blue Diamond Growers ($6.2 million), Sunsweet ($3.7 million), Sun-Maid Growers of California ($3.7 million) and Pillsbury ($3 million, *see chart on Page 1*).

Other major marketers also showed up on the list, including Hershey Chocolate USA at $612,500 and McDonald's Corp. at $465,000.

The program has several problems, said an aide to Rep. Peter Kostmayer (D., Pa.), who's cosponsoring legislation to revamp the subsidy fund.

"The U.S. Tobacco Associates got $3.5 million to promote U.S. tobacco abroad, which would seem to be a contradiction vis-a-vis the Department of Health & Human Services stance on smoking here at home," said Jeff Tenenbaum, Rep. Kostmayer's aide. "And the same thing goes for paying to promote whiskey."

He also questioned whether the Agriculture Department makes sure the money is spent in compliance with departmental regulations requiring the promotion to note a product's U.S. origin.

"The General Accounting Office says that rarely is it known what these companies use the money for," he said. "The verification is pathetic."

Rep. Kostmayer is proposing a $500,000 limit on annual funding to any marketer. A marketer wouldn't be eligible if annual sales exceeded $500,000.

The Agriculture Department's Mr. McGuire acknowledged the controversial nature of the program but said eliminating it would also take away any guarantee that McDonald's, for example, would use and promote U.S.-grown chicken products overseas.

"If McDonald's promotes Chicken McNuggets in Singapore, there is no correlation—certainly no guarantee—that it will be selling U.S.-grown chicken," he said. "For them to qualify, they have to [use] only U.S. product. This is an enticement for them to do that. We think McDonald's is a great way to promote [U.S.] chicken, and the best thing for that is to give this money to McDonald's."

Susan Smith, VP-public and legal affairs of the Chocolate Manufacturers Association, defended the goal of the program.

"We didn't ask for this program, but if increasing sales abroad is the goal, we can do something about it," she said. "We try to make sure that all companies can be part of the program. It's true that big companies are usually the ones that can boost exports, and it's true that many of those companies have big ad budgets, but Mars has been fighting for years to get into Asian markets. They can legitimately use this money."

M&M/Mars got $1.1 million in subsidy dollars last year. Hans Fiuczynski, external relations spokesman for the company, dismissed criticism of the program as "pretty much a political thing."

He said foreign competitors rely far more heavily on government supports and said the chocolate marketer would have done less undercut by Argentinian and Chilean manufacturers. The funding allows farmers to create demand for U.S. products by brand."

"There is no reason for the most successful American firms to be feeding at the government trough."

Mr. Dillon noted that companies like Welch, a co-op of 1,600 grape growers, wouldn't be able to advertise overseas without the federal funding.

He also challenged the argument that midsize and large companies can well afford to advertise overseas without government subsidies.

"If we had our last quarter of a million dollars, we probably wouldn't have spent it to promote product overseas," he said. "We'd just as soon spent it on one more FSI in the U.S. If they want us to compete, the government has to help us."

Welch, he said, was approved for $1.2 million to market grape products in Japan and the Far East but opted to receive only $225,000.

Robert Gillespie, president of CPC International's Best Foods division, also defended the program.

The U.S. unit of the giant international player got $162,500 last year to promote Skippy peanut butter and a total of $974,500 in the past three years.

Mr. Gillespie said the program has worked for Best Foods. He said the company's peanut butter business in Taiwan has increased fivefold since 1988. Some funds were also used to introduce Skippy peanut butter into Sweden.

He said Best Foods applied for the funds because others were doing it "and we can't be at a competitive disadvantage."

When asked whether such a small amount of money was enough to do a full-scale promotional launch in a foreign market, Mr. Gillespie said: "When you're going into a market like Tonga, $162,000 goes a long, long way."

Those explanations, however, carried no appeal for Rep. Armey. "This program cries out for termination," he said. □

Contributing to this story: Judann Dagnoli, Christy Fisher and Bradley Johnson.

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UNITED STATES BANKRUPTCY COURT
SOUTHERN DISTRICT OF NEW YORK

In re
THE MEDIATORS, INC.,
Debtor.

Chapter 11
91 B 12980 (PBA)

NOTICE OF BAR DATE FOR FILING PROOFS OF CLAIMS OR INTEREST

TO: CREDITORS OF THE MEDIATOR'S, INC., (THE "DEBTOR") AND ANY PERSON, ENTITY OR GOVERNMENTAL UNIT THAT ASSERTS A CLAIM AGAINST OR INTEREST IN THE DEBTOR

PLEASE TAKE NOTICE that:

On March 11, 1992, the United States Bankruptcy Court for the Southern District of New York (the "Bankruptcy Court") entered an Order requiring all creditors, individuals, partnerships, corporations, associations, governmental units and any other entities that hold or assert claims (as defined in 11 U.S.C. §101 (4)) against or interests in the Debtor arising prior to or which may be deemed to have arisen prior to the commencement of the Debtor's Chapter 11 case on September 13, 1991, which claims are based on the Debtor's primary, secondary, direct, or indirect, secured, unsecured, contingent or guaranty liability or otherwise, that wish to vote on the Debtor's plan of reorganization or to share in any distribution under such plan, to FILE PROOFS OF CLAIM OR INTEREST AT THE ADDRESS STATED HEREIN ON OR BEFORE THE CLOSE OF BUSINESS ON APRIL 23, 1992, NEW YORK TIME, OR BE FOREVER BARRED FROM FILING SUCH CLAIMS OR INTEREST AGAINST THE DEBTOR'S ESTATE and from being treated as creditors or interest holders for the purposes of voting and sharing in any distribution; nevertheless, the holder of such unfiled claim or interest shall be bound by the terms of any such plan of reorganization, if such plan is confirmed by the Bankruptcy Court.

On October 29, 1991, the Debtor filed its Statement of Financial Affairs (the "Schedules") and Schedules of Assets and Liabilities. CREDITORS (i) WHOSE CLAIMS ARE LISTED ON THE DEBTOR'S SCHEDULES OF LIABILITIES (ii) WHOSE CLAIMS ARE NOT LISTED AS DISPUTED, CONTINGENT OR UNLIQUIDATED AND (iii) WHO DO NOT DISPUTE THE STATED AMOUNT OF THEIR CLAIM OR THE MANNER IN WHICH THEIR CLAIM IS LISTED, NEED NOT FILE PROOFS OF CLAIM. CREDITORS WHO HAVE ALREADY FILED PROOFS OF CLAIM NEED NOT FILE AGAIN. Claims of co-debtors, sureties or guarantors that may be filed under 11 U.S.C. §901 (b) and Rule 3005 of the Federal Rules of Bankruptcy Procedure (the "Bankruptcy Rules") must be filed.

THE BAR DATE DOES NOT EXTEND TO CLAIMS FOR WHICH SPECIFIC DEADLINES HAVE PREVIOUSLY BEEN FIXED BY THE BANKRUPTCY COURT. ANY PROOF OF CLAIM PREVIOUSLY FILED WITH THE CLERK OF THIS COURT PRIOR TO THE PUBLICATION OF THIS NOTICE SHALL BE DEEMED TO BE AND SHALL BE TREATED AS A PROPERLY FILED PROOF OF CLAIM, SUBJECT TO THE RIGHTS OF THE DEBTOR OR ANY PARTY IN INTEREST TO OBJECT TO THE ALLOWANCE THEREOF. IF IT IS NECESSARY FOR THE DEBTOR TO AMEND ITS SCHEDULES TO MORE ACCURATELY REFLECT KNOWN CLAIMS AGAINST THE ESTATE APPROPRIATE NOTICE THEREOF WILL BE GIVEN TO AFFECTED CREDITORS, WHO WILL IN SUCH EVENT BE AFFORDED AN ADDITIONAL TWENTY (20) DAY PERIOD FOLLOWING THE GIVING OF SUCH NOTICE TO FILE A PROOF OF CLAIM, IF NECESSARY. ALL CREDITORS SHALL HAVE THE BURDEN OF INFORMING THE CLERK OF THE COURT OF A CHANGE OF ADDRESS.

CREDITORS (i) WHOSE CLAIMS ARE NOT LISTED ON THE SCHEDULES, (ii) WHOSE CLAIMS ARE LISTED AS DISPUTED, CONTINGENT OR UNLIQUIDATED, (iii) WHO DISPUTE THE AMOUNT OF THEIR CLAIM AS LISTED ON THE SCHEDULES OR (iv) WHO DISPUTE THE MANNER IN WHICH THEIR CLAIM IS LISTED MUST FILE A PROOF OF CLAIM (SUBSTANTIALLY IN THE FORM OF OFFICIAL BANKRUPTCY FORM 19 ACCOMPANYING THE BANKRUPTCY RULES) WITH THE CLERK, UNITED STATES BANKRUPTCY COURT, SOUTHERN DISTRICT OF NEW YORK, ONE BOWLING GREEN, OLD CUSTOM HOUSE, NEW YORK, NEW YORK 10004-1408. IN ORDER TO ASSIST IN THE REVIEW AND RECONCILIATION OF PROOFS OF CLAIM, CLAIMS SHOULD INCLUDE ANY INVOICES, STATEMENTS OR OTHER DOCUMENTS EVIDENCING THE AMOUNT AND/OR BASIS OF THE CLAIM.

Copies of the Debtor's Schedules, the Application for the Bar Order and the Bankruptcy Court's Order are available for inspection during regular business hours at the offices of the Clerk of the United states Bankruptcy Court, Southern District of New York, Old Customs House, On Bowling Green, New York, New York 10004-1408.

BY ORDER OF THE COURT
UNITED STATES BANKRUPTCY JUDGE

WINICK & RICH, P.C.
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919 Third Avenue
New York, New York 10022
(212) 935-6360

By: Jeffrey N. Rich (JR 7183)
By: A Member of the Firm

INFORMATION REGARDING THE SCHEDULES AND THE MANNER IN WHICH A CREDITOR HAS BEEN LISTED MAY BE OBTAINED BY CONTACTING:

Ms. Ivy Berg, c/o Winick & Rich, P.C., 919 Third Avenue, New York, New York 10022, (212) 935-6360.

McD's

(Continued from Page 1)

zines to strengthen their ties to customers and control the editorial environment in which their ads appear.

In September, Hachette Magazines will launch custom titles for Jenny Craig International and Mary Kay Cosmetics. They join titles published by Benetton Group, IBM Corp., Pillsbury Co. and Slim-Fast Foods Co., among others.

And more publishers are exploring family-oriented magazines as part of the return, real or perceived, of "traditional" values. Walt Disney Co. last month acquired *FamilyFun* from founders Jake Winebaum and *U.S. News & World Report. Ladies' Home Journal* and *Parenting* each launched family activity spinoffs in the past year.

McDonald's has tried its hand at in-house publishing ventures before, without much success. In 1985, it briefly tested in-store distribution of *Now*, a music and entertainment magazine for teen-agers, published for the chain by SMI. The title carried some McDonald's advertising but no outside ads and was quickly dropped.

McDonald's later tried *McDonald's Funland Times*, a comic book for kids, again without success.

The chain also has its eye on other in-store media. In November, McDonald's and Turner Broadcasting System announced an "agreement in principle to explore development" of a dedicated TV channel for all domestic McDonald's stores. That project is proceeding, but no in-store tests have been conducted yet. □

Scott Hume contributed to this story.

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